CLAIMS

I claim:

1.   A method of equalizing opportunity for exposure in search results comprising:

     receiving search criteria;

     searching a computer readable medium for the search criteria or a representation of the search criteria to determine the search results; and

     displaying a first plurality of the search results in a random order.

2.   The method of claim 1, wherein the first plurality of the search results are displayed in a random order in a first list.

3.   The method of claim 2, further comprising displaying a second plurality of the search results in a random order in a second list.

4.   The method of claim 1, wherein the number of the search results displayed is adjustable.

5.   The method of claim 2, wherein the number of the search results displayed in the first list is adjustable.

6.   The method of claim 3, wherein the number of the search results displayed in the second list is adjustable.

7.   The method of claim 5, further comprising displaying a second plurality of the search results in a random order in a second list.

8.   The method of claim 7, wherein the number of the search results displayed in the second list is adjustable.

9.   The method of claim 1, wherein the representation of the search criteria is a unique identification number assigned to the search criteria

10. The method of claim 9, wherein the representation of the search criteria is a unique identification number assigned to the search criteria.

11. The method of claim 1, wherein the search criteria comprises a geographic location.

12. The method of claim 1, wherein the search criteria comprises a type of business.

13. The method of claim 1, wherein the search criteria comprises a yellow pages listing.

14. A system for equalizing opportunity for exposure in search results comprising a processing arrangement configured to perform the steps of:

receiving search criteria;

searching a computer readable medium for the search criteria or a representation of the search criteria to determine the search results; and

displaying a first plurality of the search results in a random order.

15. The system of claim 14, wherein the first plurality of the search results are displayed in a random order in a first list.

16. The system of claim 15, further comprising displaying a second plurality of the search results in a random order in a second list.

17. The system of claim 14, wherein the number of the search results displayed is adjustable.

18. The system of claim 15, wherein the number of the search results displayed in the first list is adjustable.

19. The system of claim 16, wherein the number of the search results displayed in the second list is adjustable.

20. The system of claim 18, further comprising displaying a second plurality of the search results in a random order in a second list.

21. The system of claim 20, wherein the number of the search results displayed in the second list is adjustable.

22. The system of claim 14, wherein the representation of the search criteria is a unique identification number assigned to the search criteria.

23. The system of claim 21, wherein the representation of the search criteria is a unique identification number assigned to the search criteria.

24. The system of claim 14, wherein the search criteria comprises a geographic location.

25. The system of claim 14, wherein the search criteria comprises a type of business.

26. The system of claim 14, wherein the search criteria comprises a yellow pages listing.

27. A computer readable medium for equalizing opportunity for exposure in search results, the computer-readable medium having a set of instructions operable to direct a processor to perform the steps of:

receiving search criteria;

searching a further computer readable medium for the search criteria or a representation of the search criteria to determine the search results; and

displaying a first plurality of the search results in a random order.

28. The computer readable medium of claim 27, wherein the first plurality of the search results are displayed in a random order in a first list.

29.   The computer readable medium of claim 28, further comprising a set of instructions operable to direct the processor to perform the step of displaying a second plurality more of the search results in a random order in a second list.

30.   The computer readable medium of claim 27, wherein the number of the search results displayed is adjustable.

31.   The computer readable medium of claim 28, wherein the number of the search results displayed in the first list is adjustable.

32.   The computer readable medium of claim 29, wherein the number of the search results displayed in the second list is adjustable.

33.   The computer readable medium of claim 31, further comprising a set of instructions operable to direct the processor to perform the step of displaying a second plurality of the search results in a random order in a second list.

34.   The computer readable medium of claim 33, wherein the number of the search results displayed in the second list is adjustable.

35.   The computer readable medium of claim 27, wherein the representation of the search criteria is a unique identification number assigned to the search criteria.

36.   The computer readable medium of claim 34, wherein the representation of the search criteria is a unique identification number assigned to the search criteria.

37.   The computer readable medium of claim 27, wherein the search criteria comprises a geographic location.

38.   The computer readable medium of claim 27, wherein the search criteria comprises a type of business.

39.   The computer readable medium of claim 27, wherein the search criteria comprises a yellow pages listing.